Inside SVictory Sports Series January 1974 47727 75¢ Johnny Valentine Admits: WHY LORD AL HAYS **TURNED** BAD!

listen `runt'- she's mine!















WHAT A MAN!
I'M SORRY I EVEN LOOKED
AT THAT CREEP FORGIVE
ME PLEASE



And this is how Saul looks to-day. Yes, it really did happen. Saul NewYork was once a skinny 99 lb. 'runt'. He was bullied, pushed around and laughed at...

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lame	

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Wresting

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WORLD WIDE WRESTLING FEDERATION

CHAMPION: PEDRO MORALES

1—CHIEF JAY STRONGBOW

2—BLACKJACK LANZA

3—STAN STASIAK

4—DON LEO JONATHAN

5—JEAN "ANDRE" FERRE

6—TONY GAREA

7—TORU TANAKA

8-MIKE McCORD

9-MR. FUGI

10-MANNY SOTO

AMERICAN WRESTLING ASSOCIATION

CHAMPION: VERNE GAGNE

1—BILLY GRAHAM

2-BILLY ROBINSON

3-IVAN KOLOFF

4-WAHOO McDANIEL

5—CRUSHER

6—GEOFF PORTZ

7-KEN PATERA

8-LARRY HEINIMI

9-REGGIE PARKS

10—RENE GOULET

MIDGETS

CHAMPION: LITTLE BEAVER

1—SKY LOW LOW

2—LORD LITTLEBROOK

3-LITTLE BRUISER

4—IOEY RUSSELL

5—LITTLE BRUTUS

6-FARMER JEROME

7—FRENCHY LAMONT

8-PEE WEE ADAMS

9-LITTLE LOUIE

10—SONNY BOY HAYES



PEDRO MORALES



VERNE GAGNE

NATIONAL WRESTLING ALLIANCE

CHAMPION: IACK BRISCO

1-GENE KINISKI

2-DORY FUNK JR.

3—TERRY FUNK

4—THE SHEIK

5—PAT PATTERSON

6-PAUL IONES

7—COWBOY BILL WATTS

8-BOBBY SHANE

9—IOHN TOLOS

10—JERRY BRISCO

TAG TEAMS

1-PROFESSOR TANAKA & MR. FUGI

2-KILLER BROOKS & BEN JUSTICE

3—BRUISER & BRUNO SAMMARTINO

4—THE FABULOUS KANGAROOS

5-NICK BOCKWINKLE & RAY STEVENS

6-ED CARPENTIER & BRUNO SAMMARTINO

7—BLACKJACK MULLIGAN & THE MISSOURI MAULER

8—RAUL REYES & RUBEN JUAREZ

9—GOLIATH & BLACK GORDMAN

10—ERNIE LADD & BARON VON RASCHKE

WOMEN

CHAMPION: THE FABULOUS MOOLAH

1—BETTY NICCOLI

2—VIVIAN VACHON

3-MARIA LAVERNE

4—VICKI WILLIAMS

5—JEAN ANTONE

6-ANN CASEY

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10-JAN SHERIDAN



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Powerey = Isokinetics

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2) POWEREX has the exclusive CONTROL GRIPS. You instantly and smoothly change the amount of "weight" working for you, to the maximum your muscles can handle . . . from zero to hundreds of pounds, quickly building your



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The following information comes from several recent (1971-72) U. S. athletic coaching journals. Copyright laws prevent us from using names for profit, but the information is au-

1. Several experts conducted a scientific experiment. It showed that the average peak strength improvement after only eight weeks, for each type of exercise, was:

Isokinetics 28.6% 12.1% Weight Lifting Isometrics

2. One group of researchers stated that all published research matching isokinetics with weight lifting and isometrics showed that isokinetics is greatly superior for muscle build-

ing.
3. The coach of a U.S. multi-gold medal winner in 1972 Olympic swimming claims that strength improves faster with isokinetics than with any

other method

4. Many of the professional football teams (colleges and high schools too) are now using isokinetics, and others are quickly following.

Two athletic trainers say that isokinetics combines the best of isometrics and isotonics (e.g., weight lifting) into one.

6. You would think that a weight lifter would really be at peak strength after nine years of training and com-petition. This nine-year man then tried isokinetics. Only ten weeks later he had increased his all around

strength by 26%!
7. Other claims for isokinetics include (a) no adjustments of the equipment necessary, (b) no warmup needed, (c) little or no muscle soreness, (d) impossible to overwork or strain, (e) no energy wasted trying to control heavy weights while you lift

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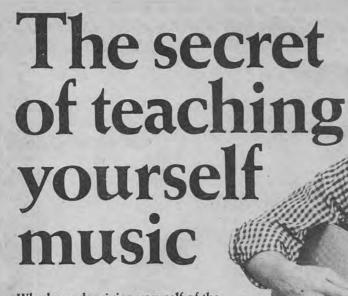
POWEREX, Rm. L-113, 5156 Via Valverde, Santa Barbara, CA. 93111 Please rush me my Powerex isokinetic exerciser and wall chart of exercises. I enclose □ check or □ money order for \$11.95 plus \$2 shipping and handling (total \$13.95). No COD's. (California residents please add 60¢ sales tax.) I understand that, for any reason whatsoever, I may return my Powerex and chart within 14 days of receipt for a full refund of my money ... no questions asked.

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Others also enjoy her playing, Mrs. Johanson reports. She

plays for herself to relax after a trying day, and for her husband when he's tired. She also plays for friends when she goes to parties. "In a sentence," she says, "it's the most soul-satisfying thing that has ever happened to me."

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3:133

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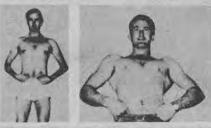


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Sincerely Yours...

INDIAN LORE

I am just one of the thousands of wrestling fans who would like to see Indian Chief Jay Strongbow get the title shot he so richly deserves. Here are some of the facts I've collected about the situation:

FACT: In 1971 and 1972, Fred Blassie, Stan Stasiak, and George Steele each came into Madison Square Garden and got at least two title shots with Pedro Morales. This is not to mention the various other shots they got with Morales in other

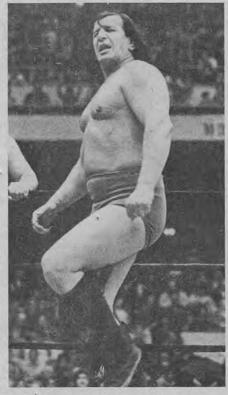
FACT: Chief Jay Strongbow has beaten each of these men.

FACT: In 1973, Fred Blassie, Stan Stasiak, and George Steele have each gotten two or more title shots in Madison Square Garden.

FACT: Jimmy Valiant, Mike Mc-Cord, Mr. Fugi, Buddy Wolfe and countless others have gotten title shots.

Now I ask you, even those fans who dislike the Chief, is this fair? Thank you, INSIDE WRESTLING and THE WRESTLER, for letting me express my opinion in your unbiased magazine.

> **EDDIE ELLNER** Cedarhurst, N.Y.



Hundreds of letters still pour in protesting that Chief Jay Strongbow (above) hasn't had his well-deserved title shot. Is Bobby Shane (below) the real King of Wrestling? Reader Mary Ann Davidson sure thinks so.

NEW FAN

First, I must tell you what an excellent job you have done on the magazine. Last night I bought my first copy of THE WRESTLER and didn't go to bed until I finished it. The article on Dory Funk, Jr. was just fantastic! I knew he wasn't washed up after he lost the title to Race. It's good to know that he beat King Curtis in a comeback.

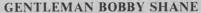
I live in the Midwest and didn't know there was so much action in wrestling elsewhere. I only wish that I had bought the magazine earlier! You really brought the action down on paper. You can bet I'm going to keep reading your magazines. I hope THE WRESTLER will sell 10 million copies in the future.

> DOMINIC YEE Marshalltown, Iowa

FLORIDA WOODS

Your magazine is very good, but a story on Tim Woods would make it much better. One of the top wrestlers in Florida, he has held the Southern States title on several occasions and half of the Florida tag-team championship two or three times. Woods is championship material and deserves a world title shot.

SCOTT COLBERT Hampstead, N.C.



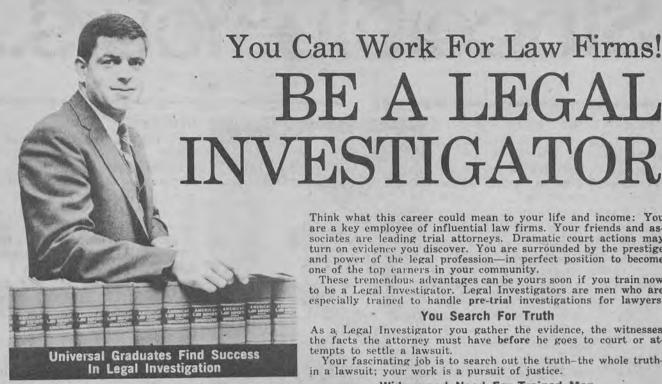
In reference to Jennifer Wood's letter in the October issue of IN-SIDE WRESTLING, Bobby Shane is a real M-A-N. He is handsome, intelligent, has a perfect body, and is "The King of Wrestling."

Bobby does not push women around or wipe his feet on them just to prove his masculinity. He is very considerate to all deserving females.

Evidently, Jennifer does not think she could be chosen as Bobby's valette. The girl that is chosen will have to be a very special person. She will be treated with respect and kindness, because Bobby is that sort

(Continued on page 46)





"Every Financial and Personal Reward . . . "

"This career offers every financial and personal reward," writes Fred C. Koerner, Jr., one of the nation's leading Legal Investigators.

"The Legal Investigator is a man whose work is to seek the truth, to discover facts. He never has to question the value or meaning of his job. The variety of experience is exciting. The association with attorneys, the courts, the law is deeply satisfying. And the security of the profession is sound because of the constantly growing need for trained Legal Investigators throughout the nation.'

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"If it had not been for Universal Schools, I would not be presently employed as a Legal Investigator." Bill H. Young, Texas

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As a Legal Investigator you gather the evidence, the witnesses, the facts the attorney must have before he goes to court or attempts to settle a lawsuit.

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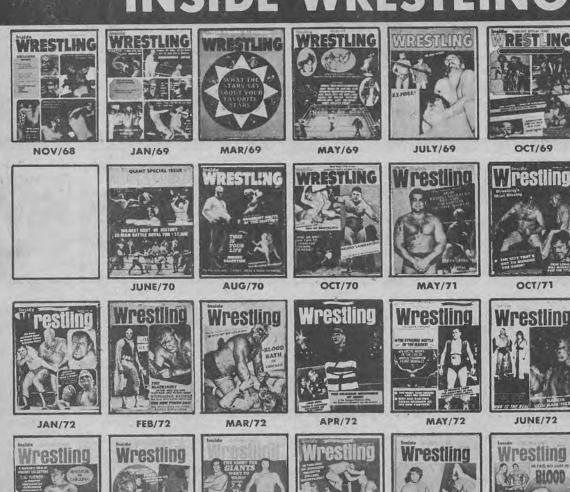
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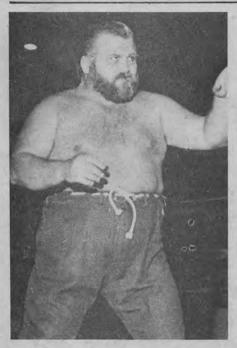
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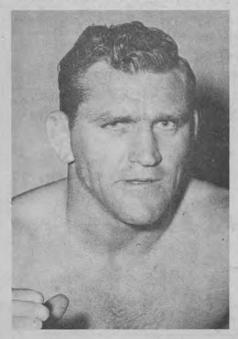
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NEWS FROM THE WRESTLING CAPITALS OF THE WORLD



Klondike Bill (above) needed help from Danny Hodge (below) when he was double teamed by Spoiler and "Bad" Bob Sweetan.



ARKANSAS & LOUISIANA **HAPPENINGS** By Duane Ratchford

LONDIKE BILL HAS returnabout it. He's making his presence known around Karl Von Steiger, Spoiler, Bob Sweetan and other immediately chopped away at Curry. grapplers fans dislike.

when Spoiler came charging in with a chair and hit big Klondike on the head twice! Klondike fell to his knees and Spoiler and Sweetan started to work him over.

Finally, Danny Hodge, who was watching the action on TV in the dressing room, came to Bill's rescue along with Scandor Akbar. They sent Spoiler and Sweetan running every which way for looking an exit.

A few minutes after the melee, promoter Leroy McGirk announced he'd requested that the State Athletic Commission fine Spoiler \$500 or more and suspend him for at least six months! The Commission is expected to okay the suggestion.

Gypsy Joe has turned over a new leaf and is now a crowd pleaser. He met his former partner Don Duffy in a wild match. Joe took the nod when Don's neckbreaker was reversed on him and he was unable to continue.

Danny Hodge keeps proving to all why he's Junior Heavyweight Champion. In recent weeks he's stopped top-rated contenders such as Karl Von Steiger, Jerry Miller and Tarthousand holds and he's running out of competition!

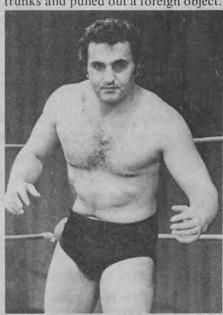
> PENNSYLVANIA ACTION By Steve Woloszn and Dave Creedon

Erie's Tech Memorial High School

auditorium hosted a great show featuring "Flying" Fred Curry against the Japanese man of mystery, the Great Kabooki.

The match took awhile in starting ed and isn't keeping any secrets as Kabooki delayed things while performing his ancient Japanese ritual.

Finally the bell sounded. Kabooki But Fred retaliated with a series of In a recent match, Klondike was body slams, flying headscissors, and wiping the floor up with Sweetan dropkicks. Kabooki, unable to cope with the situation, reached into his trunks and pulled out a foreign object.

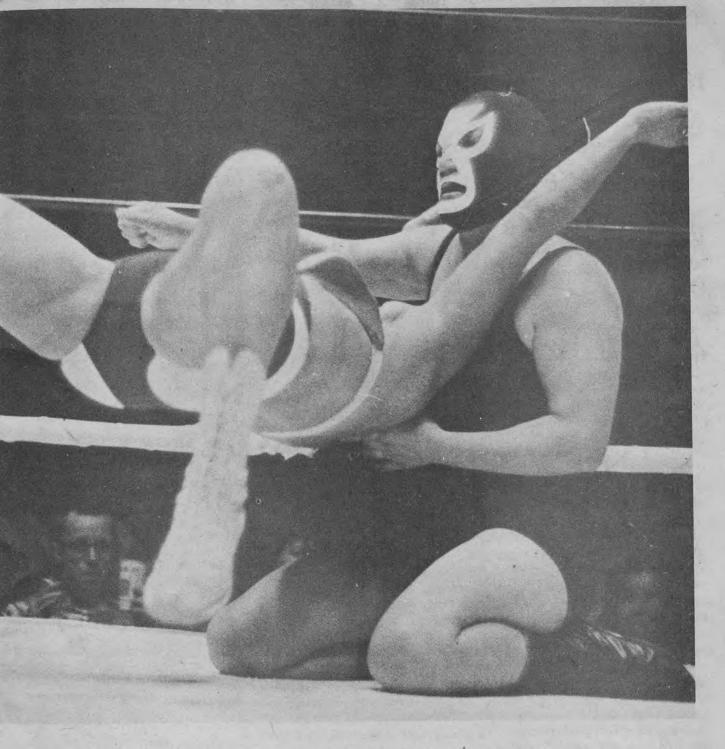


Flyin' Fred Curry dazzled The Great Kabooki with his array of spectacular flying maneuvers.

Then he threw salt into Fred's eyes. Completely overpowering Fred zan Baxter. Danny's a master of a with foul moves and foreign objects, the referee disqualified the Japanese

> The Civic Arena in Pittsburgh was packed as thousands of fans witnessed a great card. In the main events Bruno Sammartino and Bruiser squared off against Ricki Cortez and Baron

(Continued on page 48)



ing those wild cats clawing away at each other beats popping your eyeballs at the Playboy Club."

Throughout California, wherever wrestling matches are held, the fans demand at least one girl match on every card. And because the promoters must satisfy their customers they bid against each other for the girls' services. As a result, the purses for female wrestlers have zoomed to an all-time high and have triggered a mass Westward movement of these very special athletes from all parts of the country.

"It's like the Gold Rush all over again," said one Southern California promoter.

One of the state's most sizzling hotbeds of girl wrestling is the picturesque city of San Diego, where just about every wrestling card is spiced by a girl match.

To capture the drama of these savage bouts, we asked our photographer to cover every girl wrestling match in San Diego over a period of six weeks. When he had finished, we asked him to select the most exciting bout he

had covered.

"That's easy," our photographer said. "The bout between the pretty Indian Princess, Tona Tomah, and that Amazon who wears a black mask over her face. Her name is Maria Pisa, but she's billed as 'La Santa."

The photographer went on to explain that when Tona and La Santa walked to the center of the ring to receive their instructions from the referee, La Santa waved her finger in the Indian's face and sneered, "I'm gonna split you wide open—

Tomah kicked (below), punched (right) and twisted (middle right) to elude La Santa and came near getting suffocated in the process (bottom photo).

just like a chicken."

The referee growled at La Santa: "Keep your mouth shut. Words don't count for anything. It's what you do with your hands and legs that count."

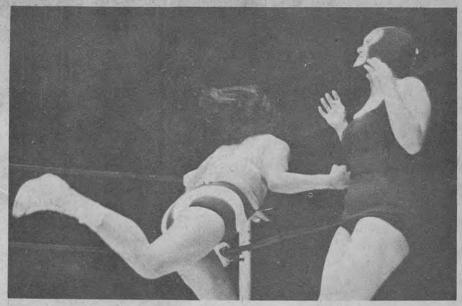
But even after the bell rang, and they locked horns near the Indian's corner, La Santa kept grunting: "I'm gonna split you apart—just like a chicken!"

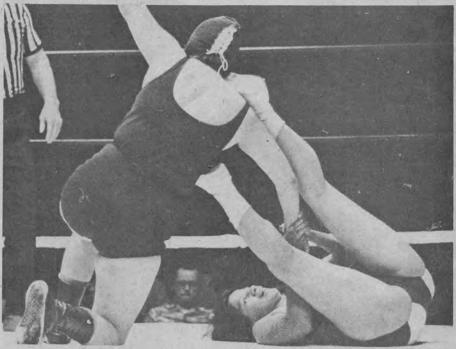
And the masked terror came dangerously close to keeping her threat, as the pictures on these pages show.

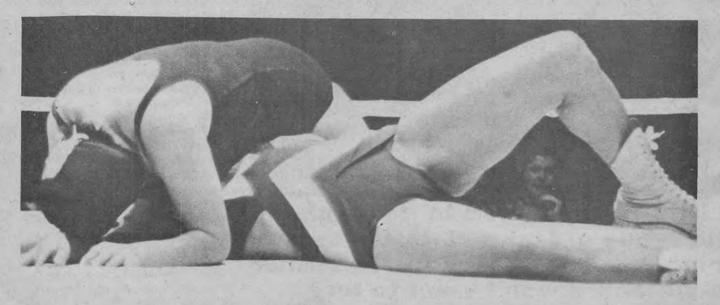
Although the pretty Indian fought bravely, and was inspired by the enthusiastic cheers of the big crowd, La Santa's superior strength and sneak judo chops to the head and neck sapped Tona's strength. After a thrill-packed 8 minutes and 33 seconds, Tona wound up stretched out on the canvas, her legs spread wide apart.

As the referee reluctantly raised La Santa's hand in victory, she pointed at her unconscious victim and bellowed, "See, doesn't she look like a split chicken?"

Ah, yes, girl wrestling has returned to California, where women have finally won equal rights.

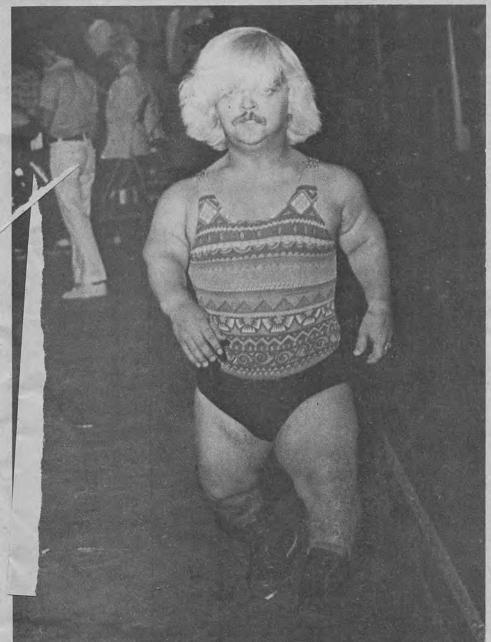






LOOK WHAT LITTLE BRUISER LOOKS LIKE NOW

Photo By Gene Gordon



Little Bruiser tried to come clean. He really did. But it just wasn't him. Now he's back to his former style and doesn't want to look like his former idol Bruiser. At all

ITTLE BRUISER IS no longer angry and ashamed of his full-sized namesake, but one of the great villian alliances in wrestling is over.

When Dick the Bruiser changed his outlook on wrestling to become a clean sportsman, his midget counterpart, Little Bruiser was horrified.

The little battler had proudly proclaimed his resemblance to the famous mat villian and patterned his anything goes style after The Bruiser. The midget had even shaved his head to be just like his hero.

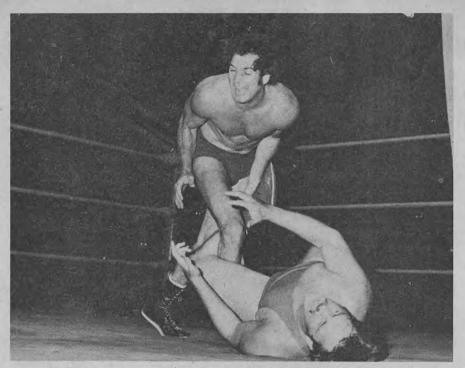
But being a clean fighter was more than Little Bruiser was willing to do. He went out of his way to criticize the new Bruiser and did everything in power to embarrass the other man. Hero worship became disgust and anger.

Eventually, Bruiser tried to convince Little Bruiser to follow in his footsteps. The two met one evening and talked far into the night. The result of the summit meeting was that Little Bruiser would join Bruiser and Crusher in a tag-team match. For one evening Little Bruiser would be a clean sportsman.

Little Bruiser did his best. He wrestled like a gentleman and the team won. However, Bruiser lost because Little Bruiser was not won over. Though the two parted friends, they parted.

So Little Bruiser set out to discover his own identity. His shaved head soon sported long, flowing, blond curls. His clean-shaven face soon had a bushy mustache. Any resemblance between Little Bruiser and Bruiser was buried beneath hair

Little Bruiser is now on his own. He has his own style of wrestling and his own way of looking at life. Of course, once he steps through the ropes, Little Bruiser never needs anyone.



CAN GREG GAGNE FILL HIS FATHER'S BIG SHOES?



Greg's got to learn to cope with illegal tactics such as the one Crouch is using. "Sometimes I find that it's really hard to follow the rules," Greg said. Greg sympathizes with the referee's job, as he did some refereeing before he was allowed to wrestle.

Photos By Terrance R. Machalek

Bill Crouch cries out in pain as young Greg Gagne puts extra pressure on a stepover toehold. Greg learned this hold, as well as any others in his repertoire from his father, the A.W.A. champion, Verne Gagne. Greg also got some training tips from Billy Robinson. "I wanted him to learn various styles," Verne said. "That's why I let Robinson work with him." Greg had intentions of breaking into professional football at one time but changed his mind. "My father was so glad when I did," Greg recalls. "I'm glad I chose wrestling," he added. "It's really great."

ERNE GAGNE HAS no plans to retire in the forseeable future. But when he does he'll be remembered as one of the greatest wrestlers to have stepped into the squared circle. His name won't be forgotten. Because of his tremendous ability people will go on talking about him for years to come after he tosses in the towel.

Even if the name *Verne* Gagne should eventually fall by the way-side, the family name of Gagne will remain fresh and new. Who's seeing to this? Verne's son, Greg.

"I hope I can bring as much respect to the Gagne name as my father did and still is doing," young Greg, now a rookie wrestler, says.

Greg decided to follow in his father's footsteps at an early age.

"When he was six he used to come to the gym with me and try to work out the same way I did," Verne recalls. "As he got older he actually duplicated many things he saw me do in the gym. When he was maybe 13 or so I started sparring with him. He learned holds quickly. It was like a duck takes to water. It seemed to come naturally."

Greg learned and learned well. After his high school education Greg entered college and wrestled amateur style. He also found another love, football.

"After awhile I had to choose between a football or wrestling career," Greg said, "I was getting out of college and I had to make a decision. So I decided to try football first and if I didn't like that I'd give a crack at wrestling."

It'll be awhile before Verne Gagne hangs up his wrestling boots for good. But when he does there'll be another Gagne ready to carry on the great family tradition

Standing alongside his proud father (right) Greg strikes a pose for our photographer. Greg's future plans are to put on a few more pounds and wrestle as often as he can. "That's how I was," Verne said. "It's good to see that Greg has a good healthy attitude about this business. I hope that one day he'll hold the title I have. I'd be immensely pleased if he does."

Greg was accepted by the Atlanta Falcons. After a few games he had to pack it in.

"I was feeling weak during the games," he said. "I had no strength. So I went home and visited my family doctor and he took some tests. Guess what. I had mononucleosis! That was the end of my football career. I was staying home for a long rest.

"While home my father resparked my interest in wrestling. He kept my room filled with wrestling magazines and made sure I kept abreast of what was going on. He seemed so enthused about it, like he hoped I'd try pro wrestling.

"Well, when I recovered I decided I'd give it a go. But dad told me 'Break in slow! Get the feel of what it's like to be in the ring before you put the trunks on.' So he called a promoter he knows and asked if I could be broken in as a referee.

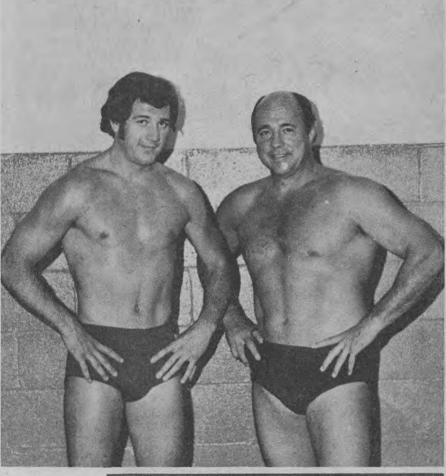
"I took a course in refereeing and found I liked the feel of the ring. Many times I got into fist fights with wrestlers when they refused to obey me. My dad wasn't too crazy about that.

Finally, when Verne thought Greg was ready, he introduced him to Billy Robinson.

"Billy'll teach you some tricks that even your dad doesn't know!" Verne said. "It'll be good for you to learn different styles, not just mine."

For eight hours a day, six days a week, Greg learned all he could from his dad and Robinson. Finally, after a few months, his father said, "He's ready."

(Continued on page 58)



Greg pounds at Crouch's back, trying to get out of his powerful bear-hug. "I could hardly breathe." Greg remembers. He finally got loose by smashing his elbow onto the back of Bill's neck, almost knocking him unconscious. "He'll learn all the ropes in time," his father says. 'He's got a lot to learn yet.'



Johnny Valentine Admits:

"I WOULD'VE MURDERED MURDERED THE SHEIK IF THEY DIDN'T THEY DIDN'T STOP ME!" Exclusive Photos By Sandy Lazarowicz

Johnny Valentine waited a long time to get his hands on The Sheik. When he finally did he called it the most

satisfying night of his career!

JOHNNY VALENTINE WAS out for revenge and what sweet revenge it would be!

Here was his chance to get back at The Sheik. And John had a lot of getting back to do. There was no doubt in anybody's mind that Valentine hates The Sheik with a type of vengeance not often found in wrestling.

"The Sheik has got to pay and that's all there is to it," said Valentine. "He must suffer for all the anguish he caused mel It's about time he got repaid for what he did."

What the Sheik did was one of the most vicious actions ever perpetrated in a wrestling arena. It almost cost Johnny his eyesight and it put him into the hospital for a long stay.

"He intentionally shot fire into my eyes and nearly blinded me," remembers Valentine. It's a match that Johnny will never forget.

"It wasn't any accident. Acci-



Even though he lost by disqualification, Johnny's declared the winner (left) by Tony Marino and Fred Curry. A brawl erupts (above) as John and Sheik's friends mix.

dents like this just don't happen. Any wrestler with any degree of professionalism won't go out and for no reason injure someone. Of course, we're going to hurt and get hurt in the course of a match.

"But The Sheik is out to injure just for the sake of injuring. He's nothing but a raving lunatic. The man should be barred from wrestling. Since there's no action pending to do that, I'm out to rid wrestling of this menace!"

Valentine's revenge was a long time coming. He had spent months in the hospital recuperating. And his comeback to wrestling had been a slow and painful process.

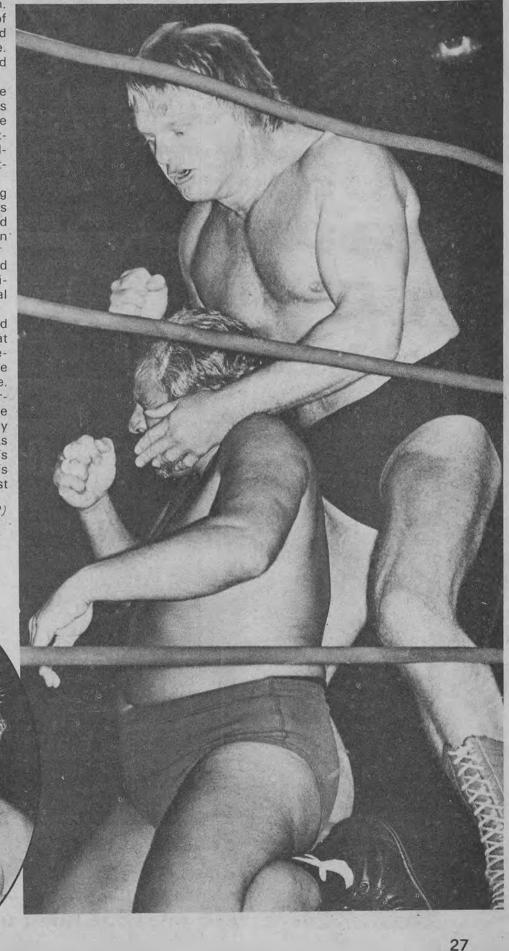
But he came back and showed enough courage to merit recognition by the fans at the Inspirational

Wrestler of the Year.

"It's great to be back," noted Johnny. "And it's especially great to be getting my chance for revenge. I want revenge for all the suffering The Sheik caused me. I've got to give him a little suffering in return. I've got to have some of his flesh. I've got to have my hand on him after all these weeks of thinking about him. Maybe it's not ring to seek revenge, but that's what I'm after, and I won't rest until I get it."

(Continued on page 62)

With a maniacal look on his face, Valentine bloodies The Sheik (right). The wild Arab can't believe what happened to him (below). He's nearly unconscious!



By LORD AL HAYS As Told To George Frank

POR SEVERAL YEARS the fine people of Europe and Great Britain had the great honor of watching me—Lord Al Hays—perform in their arenas. They responded as would be expected from cultured followers and students of the oldest and grandest sport in the world. They appreciated my deep and varied talents.

I traversed the major wrestling capitals of the world and appeared in such far-flung spots as Borneo, Siam, Hong Kong, India and Fiji. It was inevitable, I suppose, that I eventually come to the United States in order to pit my skills against the grapplers whom many feel are the best this earth has to offer.

Well, I've more than proven my abilities in this country. Twice I had chances at Dory Funk, Jr. when he held the world heavyweight championship as recognized by the National Wrestling Alliance. Twice I was cheated out of victory and the laurels I had earned.

Now Harley Race, after he defeated Funk, never gave me an opportunity to face him. Jack Brisco, who upended Race, has yet to agree to wrestle me. Such claimants to major championships as Verne Gagne, Pedro Morales, "Cowboy" Bob Ellis, Victor Rivera and others certainly haven't gone out of their way to tangle with me.

I can understand why they hesitate to meet me considering what they know about me. They realize I have the capability of handing them a sound thrashing.

But there's one more reason why these so-called "champions" are not one bit anxious to come to grips with Lord Al Hays. Every single one of these men know I will no longer allow myself to be cheated out of rightful triumph.

You see, my dear readers, I have changed my wrestling tactics in a few small ways. I no longer worry about currying favor with the fans. I no longer worry about upsetting and antagonizing promoters and other wrestlers. I've learned—the hard way—that professional wrestling is what some people call a "dog-eat-dog" business. There seem to be many times when paying great attention to the rules has backfired on me and hurt me.

WHY LORD ALL HAYS TURNED BAD!



True, few wrestlers have had as many disappointments as Lord Al Hays. But is that reason enough to turn dirty? You be the judge



Lord Al Hays uses any method or weapon available to batter an opponent (left) into the mat. Pinning DoryFunk, Jr. (below), he shows good, clean wrestling ability. Since he lost that controversial decision, though, rules no longer concern him.



Below: Lord Al Hays applies the painful hand-bender on a luckless opponent. The hold is legal, but separate finger bending is not. Hays doesn't bother to make any distinction.



Yet for this tiny alteration, I am accused by some of the more low-brow fans of "being dirty." Don't call me dirty! I am a fine wrestler—possibly one of the greatest in history—and I've finally learned that it doesn't necessarily pay to hide my light under a basket. It doesn't always pay to follow the rulebook right down to the last letter and smallest punctuation.

I can thank one man in particular for helping me to understand this fact. Roger Kirby, who should properly be known as "Nature Boy" for his splendid physique and superb natural talent, convinced me to follow his example and let a slew of victories obscure any meaningless criticism.

I had come across Roger during my travels and was very impressed by him. At the time, however, I found his ring tactics somewhat distasteful. But times change and so do I.

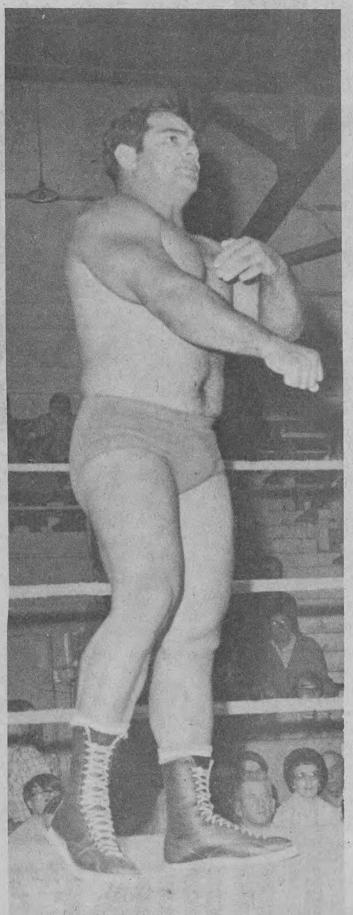
Not only has Roger's advice aided me as a singles performer, but with Roger I have formed what may be the perfect tag team. We have strength, speed, size, toughness, basic wrestling ability and a thorough knowledge of what it takes to be a success in modern wrestling.

As a team we have evolved many new holds and maneuvers which could revolutionize the entire concept of tag team grappling. Already the version of the World Tag Team title which is recognized by promoters in much of the midwest has come to us. And we have not even polished off the rough edges of our teamwork.

I like to feel that I have repaid Roger for his assistance in helping him lift up mentally, so to speak. As you may know, I am an excellent painter, dealing especially in acrylics. I enjoy fine, cultured music and shows. Through me, Roger has come to gain quite an appreciation of these finer things.

I am used to the finer things. I was born in Parliament Square across from the House of Lords in the very centre of London, England. My father, a famous major in the Royal Artillery, sent me to the world-renowned Burdett Coutts and Buckingham Gate Schools.

After graduating with honors, I (Continued on page 54)





Omar Atlas (left) enters the ring hoping to leave as the North American Champion. However, when he starts to choke champion Gil Hayes (above) he's fighting back any way he can just for survival.

BLOOD WS. BELT

NORTH AMERICAN CHAM-PION Gil Hayes is proud of many things, not the least of which is his blond hair.

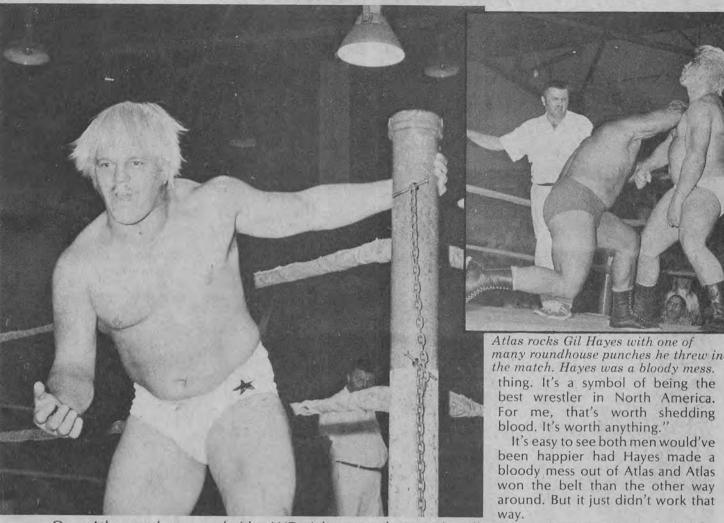
But Hayes' blond tresses were stained dark red one night...red with his own blood. If there is one thing Hayes doesn't like it's seeing bloodstains on himself—especially when that blood is his.

WHICH W

Photos By Terrance R. Machalek

Hayes (below), taunting the fans, leaps from the ring while Atlas lies unconscious. As Hayes rants, Atlas recovers.

One man would rather lose his belt than bleed. The other would gladly bleed to get a belt. Neither got what he wanted



thing. It's a symbol of being the best wrestler in North America. For me, that's worth shedding blood. It's worth anything." It's easy to see both men would've

been happier had Hayes made a bloody mess out of Atlas and Atlas won the belt than the other way around. But it just didn't work that

Not, of course, because Gil didn't

As usual, he pulled every dirty tactic he could think of, getting Omar angry enough to depart from his usual scientific style in order to trade punch for punch with Hayes. And when Omar did that-Gil came out on the wrong end!

"I don't like to wrestle like that." Omar admitted. "He forced me into it. But if you have to wrestle like "The belt is what I want," Atlas that," he added with a smile, "you said, "regardless of what I have to might as well do a thorough job.

(Continued on page 56)

Omar Atlas was also covered with blood. But not his own. "I guess maybe that proves something,' Atlas said. "But I don't know what. Everything came out mixed up. He wound up with what I wanted and I got what he wanted."

What Atlas was talking about were the stakes in their match for the North American title in Edmonton, Alberta. Atlas had stated publicly that he wanted Hayes' belt. Hayes has stated publicly that he wanted Atlas' blood.

So what happened?

AND Atlas wound up with Gil's blood!

It was an ending neither man wanted since it contradicted their philosophies.

"The belt is nice," Hayes has said, "but the real winner of any match is the man who inflicts the greatest amount of punishment and pain on the other guy. I'd rather lose the belt than wind up on the wrong end of a bloodbath."

go through to get it. The North Looks like I did." Hayes wound up with the belt American title stands for some-

OULD YOU CHOOSE?

back the arm of his opponent, has to be used to carry the poor takes careful aim with his bandaged victim back to the dressing room right fist, and then whams it into where a doctor administers a masthe opponent's heart area with all sage to the heart area. The victim his power.

'VE SEEN IT almost a hundred His opponent falls limp onto the times. Stan Stasiak bends floor, usually out cold. A stretcher usually has chest pains for weeks The results are always the same. after being hit by Stasiak's punch

-a punch even Joe Frazier, Muhammad Ali or George Foreman would be knocked cold with.

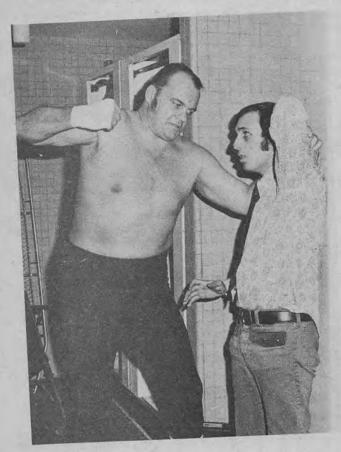
To get a wrestler to explain what it's like to be hit with the heart punch is like trying to get someone to tell you what it's like to parachute out of an airplane. You just can't tell it like it really is. You have to go and do it yourself.

My curiosity got the better of me, as it has on several other occasions, and I wanted to experience the heart punch myself.

"He's crazy," the Grand Wizard told our editor when he approached him with the idea. "Stan would kill that little urchin."

Still, I wanted to try it.

"Of course I didn't punch him as hard as I can," admitted Stan Stasiak. "The last thing I need on my hands is a dead reporter!"



Left: Stasiak draws his fist back and is about to wham it into Bill Apter's heart area. Below: Contact is made and Apter feels the effect. "I must have gone out like a light immediately," he said.



"I SURVIVED By BILL APTER STAN STASIAK'S HEART PUNCH... BUT NOT BY MUCH"

"Okay," the Wizard agreed. "But first you must sign a release that neither Stan Stasiak nor myself will be responsible for any permanent damage to his physical being.'

A bit nervous but not willing to turn back. I trotted off to Stakiak's training quarters. He was-busy preparing for his Texas Death Match against Pedros Morales.

The Wizard hurried me over to a corner of the training area.

"Stan's a very busy man," he explained. "We'll have to make this fast!"

Staring me in the face was a stretcher.

'We're prepared," Wizard pointed out, pointing to the stretcher.

'That's right," came a voice from the distance. "I hope you're prepared.

Stasiak came out of a dressing I went out altogether. room and quickly headed for me.

Stasiak demanded.

my left arm, bent it, and then drew was standing over me, laughing. his fist back. I was shaking like a leaf.

'Wait!" cried the Wizard. "Let's to the dressing area and returned with a camera. The waiting was driving me crazy. You could say I bathroom.

Again Stasiak took my left arm, bent it, and drew his arm back, as I tried to catch my breath. Then he cocked his fist. The moment was nearing. How I wished warned. "It's worse if you do." I'd never asked to do this!

My breath grew extremely short. I was watching an old time movie servation. as I blacked out and came out of it maybe 10 times instantly. Then was released.

"Okay kid, come over here," thought was a brief time. I was the middle of the night short of

on the stretcher. Pains filled my I walked over to him. He took chest. I looked up and the Wizard

> "I warned you," he chuckled, shaking his finger instructively.

"Man!" I said. "That was the get this on film!" He went back most powerful thing I've ever

"Apter!" the Wizard exclaimed. "He hit you with only one tenth would have welcomed any nearby the power he uses on his opponents!'

"Gulp," my throat seemed to say

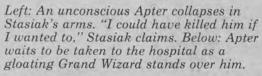
"Don't try to talk," Wizard

Then two men came in from a I was his fist in one split second nearby hospital and wheeled me make contact with my heart area, out on the stretcher. I was taken to the hospital in an ambulance My eyes began to flicker. I thought for precautionary x-rays and ob-

A day later, after some rest. I

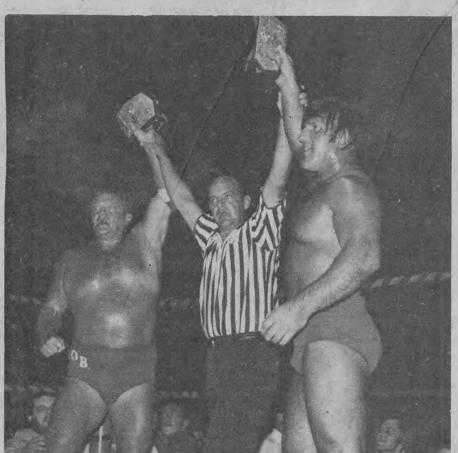
The chest pains still haven't I awakened after what I had ceased. Many times I wake up in breath.

> My curiosity about the heart punch is satisfied. Next time I want to volunteer for an assignment like this, I'll think twice before I open my big mouth!









Photos By Gary Kamensack Gary Mancuso

shut up for good?

"I hope we've closed his big mouth!" Bruiser exclaimed.

He and his partner, Bruno Sammartino, totally wiped out Heenan, Ernie Ladd and Baron Von Raschke. Von Raschke and Ladd, who held the W.W.A. tag team title belts for almost a year, were whipped senseless before Bruno and Bruiser administered the final coup de grace to win the belts.

Now good news has come to the fans who hate Heenan and his clan. He's thinking of pulling out of the W.W.A. areas with his entire stable of wrestlers!

W.W.A. towns," Heenan said disgustedly. "I really don't know where we'll go. Maybe to the A.W.A."

AS BOBBY HEEHAN been Crusher, currently campaigning in A.W.A. territory. "I'm glad Bruno and my cousin finally shut Heenan's trap but if it brings him this way, I can't say I'm too happy.'

> "That goes double for me," noted A.W.A. champion Verne Gagne. "Heenan and his gang wrestled here and stirred up a heck of a lot of trouble. They almost murdered my son Greg. No, I hope he stays where he is or goes to the N.W.A. or W.W.W.F."

Heenan and his group have been Raschke took several dates in St. "We can't get a fair shake in Louis and Kansas City, N.W.A.

"We'd like to stay in W.W.A. follow them and I hope Bruno'll areas. The fans love us and we follow me. If you remember, when "Man, we don't want them realize that. If they are smart they Heenan went to the A.W.A. years

area of Bruiser and Sammartino. Then law and order will be restored.

"That's right," Von Raschke "Everyone knows that added. Bruiser is the dirtiest wrestler alive. I've always heard great things about this Sammartino but my good impressions went down the drain when he teamed with that savage Bruiser.'

Bruiser has been trying to rid scouting new areas. Bobby went the W.W.A., or let's say the entire into A.W.A. areas while Von world, of Heenan and his clan for years.

"They're a menace," Bruiser said. "Going to another territory "Look," Heenan pointed out. might not help one bit. I may here," said Bruiser's cousin, should draw up petitions to rid the ago it was me and Crusher who

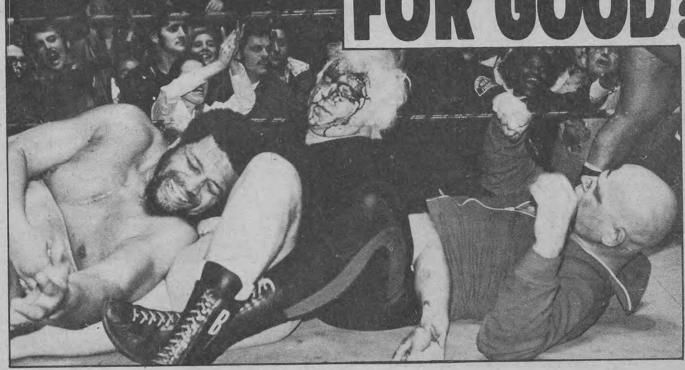
It looks like Bruno Sammartino and Bruiser have answered the prayers of many fans. Bobby Heenan and his gang of cutthroats may be run out of W.W.A. areas

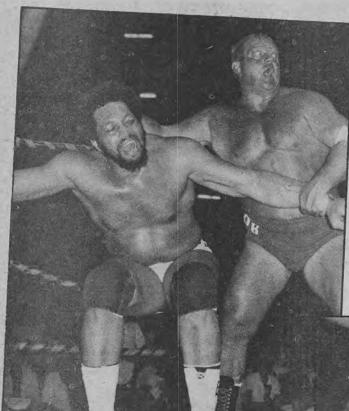


Right: A bloody and battered Bruiser ties the foot of Ernie Ladd to the ring rope with a chain. Unable to fight back, the immobile Ladd became a plaything for the revenge of Bruiser. Ernie wasn't freed until Bruiser and the fans thought he had been done in.

Above: Bruiser makes it tough for Heenan to shout instructions to his wrestlers. Right: Von Raschke tries to corner Bruiser, who couldn't care less. Bruiser was right—he easily escaped the Baron.

BOBBY HEENAN'S CREW FOR GOOD?





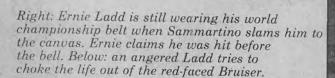
Bruiser, who is very happy to be getting revenge on Ladd, grabs Ernie (left) to fling him across the ring. Ladd's flight went as far as the ring post, which he greeted with his head. It was one of many moments when Ladd longed to be back on the gridiron.

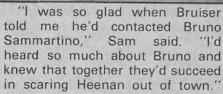
ran him out. Now I had a hand in running him out of another area. Heenan, there's not much more room for you. You'll have to quit one of these days and I hope I'm the force that makes you decide when."

Bruno also has negative feelings about Heenan although he doesn't knot the man as well as Bruiser.

"He's a troublemaker," Bruno said. "Bobby Heenan has been taught a lesson. He's been shown that he can't get away with the tactics he pulls on everyone with people like Bruiser and myself around."

Sam Menacker, one of wrestling's top flight announcers, is glad Heenan might be leaving.





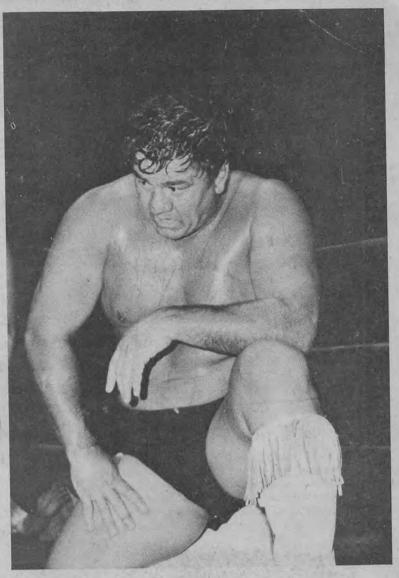
"Nobody's scaring me out of town!" was Heenan's fiery reaction when he heard Sam's comments. "I told you, we can't get a fair shake here. The referees are partial to anything Bruiser does.

"Right on!" big Ernie Ladd added. "Bobby is a great man. A great manager. I've had run-ins with Sammartino and Bruiser and everything Bobby says about them are true. But I want to add a few things.

"First of all, I can't believe anyone could root for either of them. They have no class or talent, man. That's why the fans usually stand

(Continued on page 60)

THE C NIGHT CHIEF WAHOO WANTED TO CRY



Wahoo McDaniel thought it was in the bag. And it was until an angry referee cost Wahoo and Red Bastien the A.W.A. tag team title they'd already won!

7AHOO MCDANIEL WAS just about jumping up and down with excitement.

He was smiling like his friends never saw him smile before.

He was cracking a joke every three minutes, and he isn't known for being that jovial.

"What in hell are you so happy about?" asked a very close friend. "I've never seen you like this before. What happened? Did you win the sweepstakes? Did you just inherit a million dollars? Are you in love?" Wahoo just smiled and avoided the question.

"Aw, c'mon Wahoo," interrupted

his friend. "Look, I've known you all these years. You can level with bubble," interrupted the friend, me. I'm dying of curiosity. Why are you in such a good mood?"

McDaniel. "There's no reason I

be the first person outside of Red Bastien and myself to know. Red McDaniel is going to be able to positive this time it's gonna work." wear that belt. We're gonna do it."

"Look, I don't want to burst your "but how can you be so certain of something before it happens. "All right. All right," answered Are you psychic? Look, I'm the first one to vouch for you being can't tell you. Besides, everybody a top wrestler, maybe the best. is gonna know before the week's But what if, just what if your opponents win? I mean even if you 'Okay, here it is. You're gonna try your best, what if they pull some nasty trick and win?"

"I know you're really trying to and I are going to be the new be a friend and I won't be mad A.W.A. tag team champions. Final- about your doubts," replied Mcly, after all these years, Wahoo Daniel. "But let me tell you, I'm

(Continued on page 50)

WRESTLER ON THE WANNEY WAS AND THE WAS AND

The "Hotseat" is not a comfortable place to be. When we put a wrestler on the "Hotseat" we interview him. But it is more than just an interview. It is a no-holds-barred question and answer forum that probes beyond the obvious and seeks to find out what others are afraid to ask. The "Hotseat" pulls no punches and plays no favorites. It is the kind of in-depth feature you'll find nowhere else!



VICTOR RIVERA ADMITS:

Q: Victor, welcome to the "Hot-seat."

A: I'm glad to be here.

Q: Vic, about a half a year ago your friends on the east coast urged you to go west because they felt you were wrestling in Pedro Morales' shadow. So you went west and won the Americas title and become a world known figure almost overnight. Are you gla'd you made the move?

A: I'm really glad I went to California. When I went there Ernie Ladd had the Americas title and I was very fortunate that the promoters gave me the opportunity to wrestle Ladd. I was lucky and I beat him to win the

belt.

Q: When you first arrived there were your surprised to see your former enemy John Tolos being cheered?

A: Oh yes.

Q: What made you take a liking to him?

It's things like this (right), namely being choked by Ernie Ladd, that have forced Victor Rivera to throw rules by the wayside at times. "With a guy like Ladd," Victor explains, "you will get killed if you try to wrestle by the rule book.





For many moons Victor and Pedro Morales shared tag.team honors (left). "I prefer single matches now," Vic admits. Victor moved to the west coast because he was wrestling in Pedro's shadow.

"SOMETIMES IT DOESN'T PAY TO STICK BY THE RULES"

A: We had a mutual hate - Ernie match with my friend. Ladd. We both wanted to run him out of town so we made it a joint effort. We teamed and whipped Ladd in a few tag team matches and really became close friends.

O: Then what happened?

A: All of a sudden he said he wanted a shot at my Americas title.

Q: What was your reaction?

A: I liked the idea because I thought I'd have a good scientific

it?

challenged me to a match in which Olympic Auditorium doctor, came in the loser gets his head shaved.

the match?

A: Yes I did. But I still didn't know why he wanted to do it that way.

O: So what transpired?

"I WAS GOING CRAZY. I WAS REALLY HURT. I WAS OUT OF MY MIND"-VICTOR RIVERA



was very fortunate to beat him. Then I was supposed to shave his head. But I couldn't do it to my good friend.

Q: Who finally did it?

A: Jimmy Lennon, the ring announcer.

Q: What happened after the haircut?

A: Well, he was bald. Totally bald. Then I went over to shake hands with him. He accepted. Then when I was leaving the ring, climbing through the ropes, he attacked me.

Q: What did he do?

A: He smashed my head into the ringpost. Then he slammed me inside the ring. Next he climbed the ropes and came crashing down on

Q: What happened next?

A: I felt a sharp pain in my neck - like a vein had been broken. All of Q: It didn't turn out that way, did a sudden blood started gushing out of my mouth like a waterfall. That's A: No. For some reason Tolos when Dr. Berhart Schwartz, the to help. Some other wrestlers also Q: Did you agree to the terms of came in to hold Tolos off while the doctor was giving me first aid.

Q: Were you out of your mind at

this time?

A: Oh yeah. I was going crazy. I A: After a very tough match I was really hurt. Then they took me

"IF THEY SEE ME FLY OFF THE HANDLE IT'S ONLY BECAUSE I'M TRYING TO SURVIVE"-VICTOR RIVERA



to my dressing room.

Q: Did you go to the hospital?

A: Yes. I was there for a few weeks. When I got out I demanded a match against Tolos.

Q: Did you get it?

A: I did, Unfortunately it wound up a draw.

Q: Did you get a rematch?

A: Yes. And I beat him. Then, two months later we wrestled again and he beat me for the Americas title.

Q: Many fans call him "Maniac" John Tolos because of the tactics he uses. Now many of the same fans are calling you a maniac because you seem to lose your cool so easily. Just as an example. You choked Tolos with his jacket before he had a chance to do anything in one of your matches.

A: Let me tell you something. When I go in the ring with a guy like Tolos, who is a real maniac, he doesn't care about carrying anything into the ring. Things like knives, pencils and other foreign objects. Fred Blassie, is in California and He wants to win that way. He likes he's after Tolos. Will you befriend to punish his opponents by tearing them open until they're bleeding to death.

before he gets you.

quickly and go after him. It's kill or to another question?



be killed. That's the way I look at

Q: Victor, you went to California and won titles. On the east you didn't get any single titles, just tag team championships. Is wrestling in California easier than it is in the east?

A: No comment.

Q: Okay, an old enemy of yours, him like you did Tolos?

A: I haven't made up my mind. Mr. Blassie is a funny guy. He's got a A: What you're saying, in es- split personality. He seems to be an sence, is that you've got to get him okay guy. Everyone in California seems to share that opinion. I don't A: That's right. I have to think know what to say. Can we move on

Above: Victor applies a vicious chinlock on Fred Blassie, one of his sworn enemies. Both Blassie and Rivera are big fan favorites of California rooters. "Maybe we'll bury the hatchet," Victor says. But he says it warily. Left: John Tolos prepares to put Victor in "the giant swing" and twirl him around the ring. After this match, in which the loser was to lose his hair-and Tolos did-Tolos went berserk and brutally attacked Victor, making him a bloody mess. Below: Victor's revenge sees him giving Tolos a taste of his own brand of medicine.

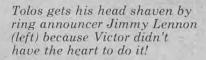


Ernie Ladd smashes a beer can into Victor's skull (left) as the popular Puerto Rican tries in vain to escape. "Men like Ladd like to dish out punishment," Victor claims. "They're not satisfied with just winning their matches. They're out to kill," Victor won the Americas title from Ladd in California.

"IT'S KILL OR BE KILLED. THAT'S THE WAY I LOOK AT IT NOW"-VICTOR RIVERA



John Tolos comes smashing down on Victor's head for a second time (right) as Rivera lies unconscious. "I was a fool to be-friend Tolos," Victor said. "I should have lis-tened to my friends when they told me not to.' Victor, an all-around athlete, admits that if he hadn't chosen wrestling as a career he'd have gone into pro baseball.



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matches or tag team matches?

A: Right now I'd say single matches. There's more glory in it and you wrestling for your career what would get a chance at one-to-one combat throughout the match. There's no stopping when you're tired. You can't sit back and let your partner carry the load of the match if you're injured. The whole match rests upon you. You either make it or break it by vourself.

Q: Did your opinion differ about that at one time?

A: Yes. When I was in the east I was really getting to like tag teaming a whole lot better than singles. I won the W.W.W.F. title with Tony Ma- I hope they'll understand. rino and I teamed with Pedro Mo-

rales, Chief Strongbow and Manuel Soto many times.

O: When did you realize that you liked single matches better?

A: I really don't know exactly when. Let's just say tag team matches are okay once in awhile but I prefer a single match.

Q: What is the greatest wrestling area in the United States?

A: If you're steering back to the who's got the better wrestling question. I still won't answer it.

Q: No, were not.

A: I like to wrestle all over. I really enjoy going to Japan. I've been Q: Sure. Do you prefer single there quite a few times and they've got terrific talent.

Q: Victor, if you hadn't chosen you be doing today?

A: Something in sports. I love baseball. I played a lot of it when I was growing up. Maybe I would have become a fulltime ballplayer.

Q: Is there anything you'd like to say to your fans before we end the interview?

A: Yes. Let me make it clear that I want my fans to realize that when they see me fly off the handle it's only because I'm trying to survive. You can't be a nice guy all the time.

Q: Thank you Victor.



For Wrestling Fans From 6 to 60 . . . Men/Women * Boys/Girls * EVERYBODY! Lots of Fun! Nothing To Buy! Well, Almost Nothing. Just A Few Stamps. But, boy, will It Be Worth It!

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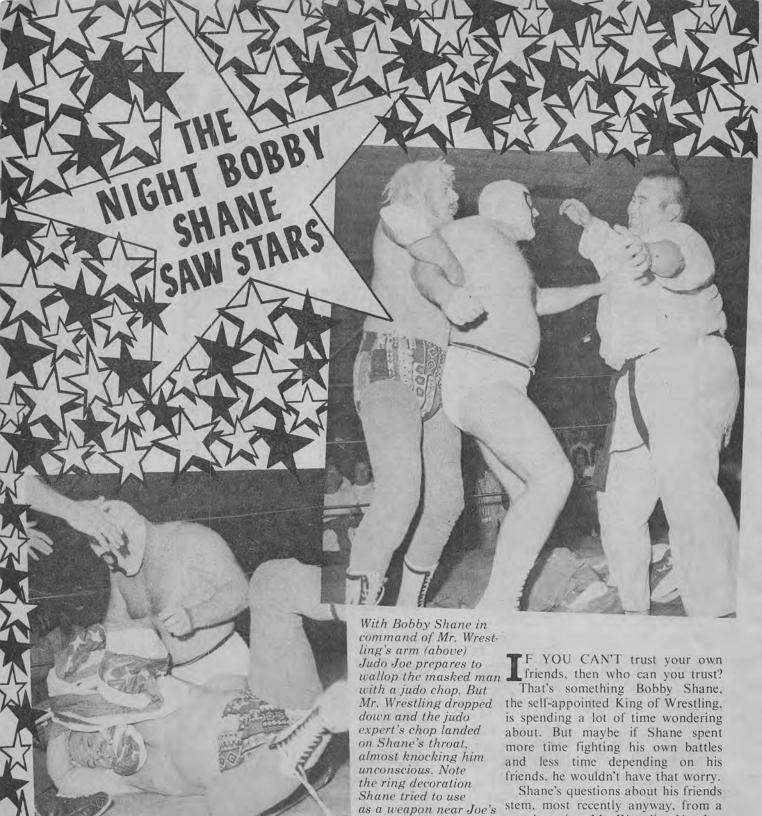
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legs. Mr. Wrestling

(left) uses it to his advantage.

Photos By Gene Gordon

The next time Bobby Shane calls for outside assistance he'd better instruct his friends to belt the right guy

Shane's questions about his friends stem, most recently anyway, from a match against Mr. Wrestling Number 2. That match was undistinguished except for two things.

First, Shane was doing very poorly. Second, he called in his massive and ferocious Japanese friend, Judo Joe.

Shane's rule seems to be if you can't win on your own then call in anybody and everybody to help you. That's why he called on Joe.

(Continued on page 49)



1968 BIG BOOK



1969 BIG BOOK



1970 ANNUAL



1972 ANNUAL #1





1972 YEARBOOK #2



1972 ANNUAL #3



SPORTS REVIEW



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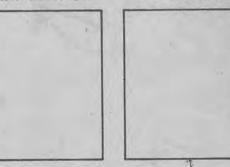
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1973 ANNUAL #5



1973 ANNUAL #6



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SINCERELY YOURS

(Continued from Page 12)

of person. The girl that is chosen will be very lucky. I hope she can live up to Bobby's standards and keep his

Bobby knows that he is a good wrestler. If he were not, he would not be on top.

I just had to defend Bobby against all the people like Jennifer, who are jealous of him. Thank you for listening to me.

MARY ANN DAVIDSON Atlanta, Georgia

THE HOME WHERE TERRY IS

Please do a story on Terry Funk at home. With him being the outdoor type, it would really be a super story. He is one of the best wrestlers around.

> KELLIANDERSON Kansas City, Mo.

BEAUTIFUL BRISCO

It amused me to see all the controversy over Antoinette Granger's "Who Is Really Wrestling's Sex Symbol?" My vote goes to World Champ Jack Brisco!! He's got it all-charm, devastating eyes, gentle mannerisms, SLAPPING MORALES' nice build, sexy voice, and last but not least, an honest, direct sense of sportmanship. Antoinette's comparison of giant Jean Ferre and singer Tom Jones had to stir up a lot of controversy!

I agree with Arlene Ugan's statement in the October issue, "There's only one Tom Jones and he is the best looking man I've ever seen!" I had a wild thought that would really rock wrestling and that is if Tom Jones, singer, turned wrestler. Wow!

JENNIFER WOOD St. Petersburg, Fla.

EAST KNOCKS WEST

The east coast has the best wrestlers in the world! Example: Moose Morowski, who wrestled in the east, went to Texas and is now wrestling in main events. When he was in the east he couldn't do better than preliminaries.

He goes down to Texas and demolish- the real champ!!! es everyone in sight.

Example: Bruno Sammartino goes to N.W.A. territory for a match with



Dory Funk, Jr. for the N.W.A. championship. So what happens? Harley Race defeats Funk for the title and within a month after he goes to N.W.A. territory, Bruno is wrestling for the championship.

There are many more examples too numerous to mention. The east coast wrestlers are the greatest. Don't believe a word anyone else tells vou.

THOMAS OHANIAN Providence, R.I.

KNUCKLES

I would like to congratulate THE WRESTLER on being one of the few magazines who implicate the champs when it is necessary. I'm speaking of your excellent article in the September '73 issue entitled, "Did Pedro Morales Use Brass Knuckles On Don Leo Jonathan?"

How fans can go on as loyal worshipers of Morales after his deeds against the fabulous Mr. Jonathan absolutely baffles me. Although Morales used the knucks on Don Leo, he was right when he said that Don Leo didn't need the Grand Wizard's advice. Ever since I've seen Don Leo, he's performed quite capably without anyone at ringside to offer assistance.

that Don Leo gave him his toughest son. He is the best wrestler I have title defense. If Morales rates Don ever seen. In my opinion, he can beat Leo as his toughest opponent, why is Gagne, Bruno, Race, Funk, or any Don Leo rated fourth instead of other wrestler any day of the year. Example: Stan Stasiak was a second? If Morales gives Don Leo Pedro Morales. So what does he do? checked for the knucks. Don Leo is

> **AURELE WEBB** Lower Islands, Nova Scotia, Canada

More and more fans are claiming that Pedro Morales (above) did use brass knuckles on Don Leo Jonathan. Billy Robinson (below) has been the subject of many features. More are coming!



ROBINSON ROOTER

How come there are no stories on one of the greatest, if not the great-After the rematch, Morales stated est, wrestler in the world, Billy Robin-

Besides being an outstanding athbloody mess after his matches with another rematch, Morales should be lete, he is so friendly with fans and a great gentleman. No matter where he goes, he is loved by the fans. Please do an article on him.

> GERIANNE VAN VOORHIS Shiocton, Wis.

GA-GA ABOUT GRAHAM

For several months now I have been reading about this super sex symbol, Superstar Billy Graham. Curiosity finally got to me, so when he appeared in my local arena, I went to the matches.

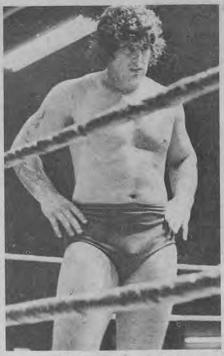
He is all I could have imagined. His body is massive. His appearance is super sexy. His style is powerful. I became a fan of his that night when, to top it off, he gave me a look of arrogance while displaying his magnificent body. What do I do to start a fan club for him?

> JOAN DEVINE Chicago, Illinois

Editor's note - You can't start any fan club rolling without written permission from the wrestler being honored. For full details about starting a fan club see the article in the 1972 WRESTLING ANNUAL #3.

TONY IS TERRIFIC!

I think Tony Garea is one of the greatest looking guys in the world today. I really dig the way he flies



Sweat dripping down his body, Tony Garea rests between falls of a grueling match. Tony's rooters want to see more stories about him. We'll try!

through the air. He shows speed, he shows stamina, he shows agility, and just about everything you would expect of a great wrestler. So keep those stories on Tony pouring in. I could never get enough of him.

> MARY ZERBO Brooklyn, N.Y.

STEELE AWAY!

George Steele is my choice for Villain of the Year. This man is a maniac and should be barred from professional wrestling. He recently wrestled Gorilla Monsoon in Madison Square Garden. When the match was over it looked like a cyclone hit the place. Turnbuckles were chewed up, the ring apron was torn, and everything else was turned upside down. That is why I nominate George (The Animal) Steele for Villain of the Year.

IRVING BAUM Brooklyn, N.Y.

Editor's Note: Don't miss the December 1973 issue of THE WREST-LER in which in an exclusive story, psychologist Manfred E. Wilson analyzes George Steele!



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D. Easthon



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WRESTLING CAPITALS (Continued from Page 16)

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Von Raschke, while Pedro Morales defended his W.W.W.F. title for the second time here against Eric The Red.

Before getting into action against Morales, Eric was reluctant to let go of the bone he carries. Well, while he was arguing with the referee, Pedro dropkicked Eric and the bone went flying and so did Eric!

Then Pedro slugged Eric for all he was worth. Pedro's aerial maneuvers dazed the massive man from Denmark. Pedro was in the driver's seat until Eric threw him over the top rope and onto the cement floor.

Every time the bewildered champ tried to enter the ring, Eric would smash Pedro's head on the ring apron. Finally, the referee held Eric back and Pedro came into the ring, steaming mad. He slugged away at Eric. Then he body slammed him, helped him up, threw him into the ropes, and stopped him with a "jack knife" on the rebound.

The Bruiser and Bruno Sammartino were not as lucky as Morales. The undefeated team finally tasted defeat at the hands of Baron Von Raschke and Mexican heavyweight champion Ricky Cortez.

The match was originally scheduled as Von Raschke and Killer Kowalski teaming but due to a death in Kowalski's family the Killer could not show.

Thus, Cortez, who was scheduled to grapple Luis Martinez, was asked to fill in.

Bruiser immediately went after received a beating. Protests failed to Baron Von Raschke and tore off his cape. Many times Bruno bopped the decision. Now Bruno's gunnin' Cortez's manager, George "I Am for Cortez!

Pedro Morales (above) had his hands full with Eric The Animal. Bruno and Bruiser (below) were whipped by foul tactics used by Ricki Cortez.



Right" Cannon, while Bruiser chased Bobby 'Heenan, Von Raschke's manager around the ring.

The end came when Bruno was body blocking Von Raschke. Brune tried once too often. As he came off the ropes the fourth time, the Baron hit the mat and Bruno jumped over the arrogant German star right into the upraised knee of Cortez! Ricky jumped over the top rope and illegally pinned the former world champion!

After Bruno and Bruiser realized what had happened, they went wild! They grabbed the first thing they could get their hands on, which was Heenan! Poor Bobby. He really received a beating. Protests failed to see the Athletic commission reverse the decision. Now Bruno's gunnin' for Cortez!

BOBBY SHANE

(Continued from Page 44)

Shane grabbed Mr. Wrestling from behind and held his arms while the monstrous looking Joe came in for the attack. Joe readied his hands to plow into Mr. Wrestling's face, when the intended victim managed to drop down and avoid the impact.

The forceful combination judo chop and punch landed instead on Bobby, knocking him to the canvas in seconds. Judo Joe retreated into the audience in extreme embarrassment.



Unable to stop Mr. Wrestling, Shane gets a taste of his own medicine. How's it feel, Bob?

Now it was Mr. Wrestling's turn. He was furious over the planned twoon-one assault on him, even if it didn't work out as Shane planned.

If Bobby could call a friend into the battle, then Mr. Wrestling Number 2 could call on a little help of his own.

He grabbed the patriotic bunting off the side of the apron and tried to stuff it down Shane's throat. Then he wrapped it around Bobby's neck.

Bobby was still half conscious but aware that Mr. Wrestling Number 2 was not letting him forget about his calling on Judo Joe. He was really rubbing it in—the red, white, blue and stars.

And up to the time the referee called him off, it was the night Bobby Shane saw stars!

Former FBI Agent* Tells How to Avoid Bugging & Privacy Invasion

Reveals All For Public's Protection

*WILLIAM W. TURNER, Special Agent of the FBI for 10 years. He graduated from the Bureau's "Sound School" and handled bugging and wiretapping cases.

Illegal eavesdropping (bugging) is one of the fastest growing and most difficult to detect crimes. Watergate made headlines because the alleged conspirators were caught—but most wiretappers and buggers are never caught. The Government alone listened to 1,250,000 "private" conversations in 1972 without court permission. And were 10,000,000 . . . 25,000,000 more bugs placed in homes, offices, apartments by blackmailers, jealous husbands and wives, business competitors—even the kid next door who built a transmitter with \$10 worth of parts?

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CHIEF WAHOO

(Continued from Page 37)



Stevens and Bockwinkle have won-even though they lost! They were disqualified, again, and retained their title.

"For a year now I've been trying to grab that championship from Bockwinkle and Stevens. Those guys don't deserve to wear those belts. They're unqualified. But they're also tricky. When I teamed with Crusher, then with Don Muraco and with Geoff Portz we couldn't do it.

"It wasn't that we weren't good. We were damn good. It's just that those guys are so sneaky. And when they know they're gonna lose, they figure out how to get disqualified instead, so they never lose the title.

'But this time, it's gonna be different. Really different! This time we're prepared—for anything. We're ready! Really ready! First of all we trained harder for this match than we ever trained in our lives. Then we worked out strategy, not just strategy to win, but strategy for every possible sneaky move that Nick Bockwinkle and Ray Stevens could conceivably try.

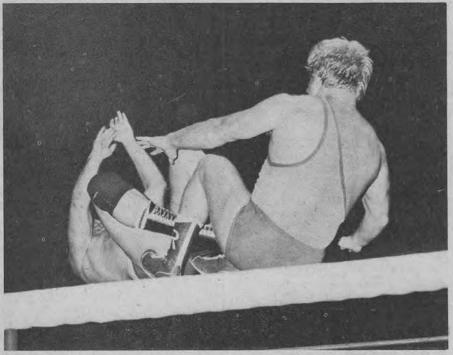
"We know exactly, and I mean exactly, what to do in case of anything. We can't help but win and they can't help but lose. Disqualification-it'll never work for them this time.

'Believe me, this time around we will walk off with the tag team championship. We've got it made."

Wahoo kept that confidence right up to the time of the match. Mc-



Bockwinkle tries to bounce on his behind (above) to get over to the ropes so Red Bastien will be forced to break the hammerlock he's got on Nick. When Red squared off against Stevens they both got the same idea at the same time-flying dropkicks. And this (below) is the result. Both were stunned for several moments when they crash landed. Then Red rocked Ray with a flying scissors.



ing. "Okay, remember this daypions," boasted Bastien.

first moment of the match, were pions. moving so fast people were wondering who wound them up. They were

Daniel and Bastien were both smil-kneedropping, dropkicking, flying off the ropes, bounding into Bockit'll be the day we became cham- winkle and Stevens, and putting them into a succession of holds that McDaniel and Bastien, from the was evidently tiring the cham-

> Once the match seemed certain (Continued on page 52)



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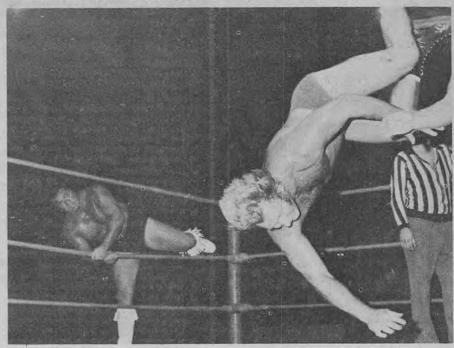
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CHIEF WAHOO (Continued from Page 51)





While Red bodyslams Bockwinkle (above), Wahoo makes his way into the ring to ward off any double teaming ideas Ray Stevens might have. Red makes Stevens a victim of a combination armlock and stomp (left) and Ray doesn't like it one bit. Shortly after this, Wahoo upset Stevens for the win and then the decision was reversed.

if the referee caught on.

At one point Bockwinkle took handed something that looked like thing necessary to keep the chamsandpaper by a man in the audi- pions from disqualifying themence. But just before Bockwinkle selves. started wrestling, Red knocked referee didn't see it.

When Stevens launched a wrest- to announce the winner. ling boot directly for Wahoo's "The winner is," he began, while

to be moving into the control of groin, McDaniel quickly darted the challengers, Bockwinkle and out of the way, sparing himself Stevens both tried several dirty from pain and forcing Ray to wind tactics, every one of which would up on his rear end. But the chalhave certainly disqualified them lengers didn't say a word to the referee about the kick.

The challengers had planned over from his partner after being it very carefully. They did every-

Then McDaniel got Stevens for the object out of his hand. The the pin and it was all over. The referee moved to the microphone



Long smiles shining across their faces (above), Wahoo and Red await the A.W.A. beltsbut they will never come. Wahoo calls instructions to Red (below) as Red punishes Nick.



Wahoo and Bastien were gleaming with pride. "The winner is aaarrrgghhh!!!"

The referee suddenly dropped his hand from the microphone and grabbed his shin instead. He glared hatefully at Bockwinkle who just kicked him there.

"You're disqualified-both of you!" he yelled. Bockwinkle and Stevens were disqualified. Mc-Daniel and Stevens' faces seemed to drop to the canvas. They kicked the ringpost and moved sullenly to their dressing rooms.

Wahoo McDaniel walked with his head down. He was sad like his friends never saw him sad before. He looked like he wanted to cry. He was keeping silent for hours at a time, and he isn't known for being that quiet ...

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LORD AL HAYS (Continued from Page 29)



Lord Al Hays brings his opponent to his knees, but Hays isn't satisfied. He delivers punch after jaw-breaking punch, while his opponent is helpless to do anything but absorb the brutal beating.

played professional soccer for the Chelsea F.C. At the age of 22 I made the transition from amateur to professional in wrestling. I have absolutely no regrets about discarding soccer for wrestling. In this sport, you are truly on your own and this is why I shine so brightly.

While residing in my native country I was the elected Conservative member for the Canonbury Ward of Islington in London and duly represented my electorate as Councillor to the government. During this time I made the acquaintance of Prince Philip, who became a good fan of wrestling and often visited the Albert Hall to see my bouts.

I formally held the British heavyweight championship and title belt, but had to relinquish these when I began touring around the world. For this reason I am particularly anxious to garner as many regional crowns as possible. I know



Busted arms and other serious injuries at the hands of men like Cyclone Negro and Hank James helped Al's decision.

When Lord Al Hays decides to return to Texas, the state that loves him, will it give him the same hearty welcome?

how helpful they can be in the process of obtaining shots at the world champion.

Of course, the honor now belonging to Brisco is the thing for which I most long. I know Brisco only by reputation, so I cannot venture an opinion as how a match between us would go. I can say, however, that I would not allow myself to be cheated out of what is rightfully mine. As dear Roger often says, "Do it to them before they do it to you!

Some fans have questioned me as to, whether or not I may again change my style to concentrate on pure, scientific wrestling. I answer that I cannot forecast the future, but that at this time I am confident that I am doing what is right for me.

Roger and I have worlds to conquer as a team. As an individual, I also have goals to reach. And I will reach them, doing whatever I feel I must do inside that squared circle.

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(Continued from Page 31)

However, it wasn't as easy as Omar makes it sound. Because in this match he did something considered almost impossible. He shook off the effects of the devastating and deadly piledriver!

It happened after about five minutes. Hayes weakened him with a series of punches, kicks to the throat and knees to the groin. Then he leaped off the top rope and landed on Omar's throat with a vicious knee drop. Hayes picked Atlas up, flipped him upside down, got his head between his legs and slammed him to the canvas. It appeared to be the end for Omar.

Instead of going for the pin, however, Haves allowed Atlas to remain on the canvas while he strutted around the ring, challenging fans to dare step in there with him.

When some of the angry Edmontonians seemed willing to take to the business at hand. Unfortun- kneedrop which almost crushes ing around the ring and arguing by Hayes (below) sends the mauled with the fans gave Omar a chance to Omar crashing into the hard canvas. recover. He wasn't exactly rarin' to go, but he still had something left.

"It was at that point," Omar remembers, "that I was thinking of only one thing. Survival. I had to buy time. I was groggy and he could've finished me off. I had only one thing going for me. The element of surprise. I don't think Hayes knew how badly I was hurt. I couldn't let him know. I had to go on the offensive and surprise him with tactics he wouldn't expect."

And that's what Omar did.

As Hayes approached he was met with a smashing right hand to the midsection. Then Omar got up and dropped the champion with a murderous knee to the jaw. He picked Haves up and rammed him into the corner turnbuckle - face first. Again and again and again. Suddenly Hayes' face was a mask of blood.

But Omar wasn't through yet.

He turned Hayes around, wound up, and delivered a tremendous right hand. Gil, his blond hair turning red, toppled like a giant redwood.

By this time Atlas had gotten all his strength back. But there was no



Hayes up on that offer he returned Hayes hammers Atlas with a vicious ately for him, the time spent parad- Omar's windpipe (above). A pile driver





sense stopping now. With Hayes flat on his back, Omar sat on his stomach and began choking him!

At this point, the referee, fearing Haves had lost way too much blood, stopped the battle. But neither Atlas nor Hayes paid the referee the least bit of attention.

They continued their struggle for 10 minutes! Other wrestlers poured out of the dressing rooms to try and stop it. And when they did, Hayes and Atlas forgot about each other and began fighting with the other wrestlers so they could get them out of there and continue their

They almost succeeded, toc. Most of the would-be helpers fled, but then, all together, they charged Atlas, lifted him up, and carried him-kicking and screamingback to the dressing room. Hayes, with no one left to battle, staggered back to his dressing room on his

Atlas was angry about the bout having been stopped and being declared a draw and about being carried back to the dressing room. Philosophically, he vowed he'd "wait till next time" to get Hayes'

Haves? He wasn't talking. He was too concerned about his beautiful blond hair, now stained a deep, blood red.

An Important Message

To Every Man and Woman

In America

Losing His or Her Hair

HOW COMATE WORKS ON YOUR SCALP

If you are troubled by thinning hair, dandruff, itchy scalp, if you fear approaching baldness, read the rest of this statement carefully. It may mean the difference to you between saving your hair and losing the rest of it to eventual baldness.

Baldness is simply a matter of subtraction. When the number of new hairs fail to equal the number of falling hair, you end up minus your head of hair (bald). Why not avoid baldness by preventing unnecessary loss of hair? Why not turn the tide of battle on your head by eliminating needless causes of hair loss and give Nature a chance to grow more hair for you? Many of the country's dermatologists and other foremost hair and scalp specialists believe that seborrhea, a common scalp disorder, causes hair loss. What is seborrhea? It is a bacterial infection of the scalp that can eventually cause permanent damage to the hair follicles. Its visible evidence is "thinning" hair. Its end result is baldness. Its symptoms are dry, itchy scalp, dandruff, oily hair, head scales, and progressive hair loss.

So, if you are beginning to notice that your forehead is getting larger, beginning to notice that there is too much hair on your comb, beginning to be worried about the dryness of your hair, the itchyness of your scalp, the ugly dandruff - these are Nature's Red Flags warning you of impending baldness. Even if you have been losing your hair for some time, don't let seborrhea rob you of the rest of your hair.

Note To Doctors Doctors, clinics and hospitals inter-

ested in scalp disorders can obtain professional samples and literature on written request.

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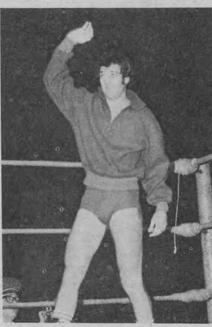
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GREG GAGNE (Continued from Page 25)



Fed up with Crouch's foul tactics, Greg clenches his fist and slugs away (above). Greg waves to his legion of fans (below) before a match. For a relative newcomer, he's extremely popular.



April 15th, 1973 was a nerve racking day for Greg and his father. All exercising as much as I can," Greg day they worked strenuously for his said. "More weight will be beneficial debut match in Minnesota that to me. night.

ing.

"I was a nervous wreck," Greg told his dad shortly after the match. "But the butterflies are gone now. I'm ready for any kind of action."

Bill Crouch, one of Greg's recent opponents, had this to say about the voung sensation.

"Don't underestimate him because he's young. I did and man was I sorry. He's got the Verne Gagne dropkick, the Verne Gagne flying headscissor and other holds. Man, I wonder if his old man is gonna teach him the sleeper hold."

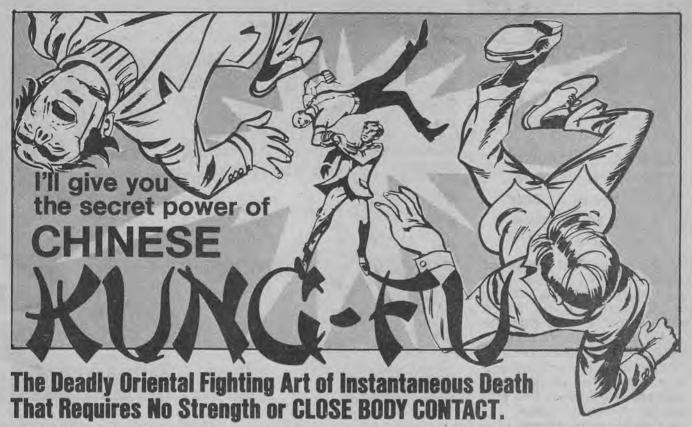
"In time," Verne said. "Not now. He's not ready for it vet. Let's say I don't want him to run before he can walk. He's got a lot of basic things he's got to learn first."

Greg's immediate plans include putting on more weight and a tour of

"I'm eating as much as I can and

"After I get back from Japan, if "Greg passed the test with flying all goes well, I'd like to try and get colors," Verne remembers. "I was so a match against Danny Hodge, the proud the way he handled his oppo- World Junior Lightweight champion. nent. I heard many people in the au- But I've got to leave the matchmaking dience saying 'Hey, he reminds me of up to my father for awhile. After all, Gagne years ago.' What a great feel- like the old television series says, father knows best!"

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(Continued from Page 36)

pat behind me, Bobby and the Baron, Now, I disagree with Bobby. We shouldn't leave this area. That way Bruiser will get his wish. He wants to see us leave so he can fool the people into thinking he's a wrestler. But Bobby's the boss. I'll do what he says.

"Let me say this baby," Ladd continued. "I'll get Bruiser and Sammartino for saying and doing things against Bobby. They have no right to do it. They unmercifully attacked poor Bobby and beat him bloody. You call that sportsmanship? I call it CHEAP! That's the only kind of tactics Sammartino and Bruiser know. Cheap tricks."

When does Heenan plan to leave the W.W.A.?

"I don't know yet," he said. "First I want to get the belts back for my men. I want them to tear Sammartino and Bruiser apart and show them what real wrestling is like. I also want a different referee. That guy who refereed the title match must've been paid off by Bruiser and Sammartino. How else could they have won?

"Let me put some cards on the table," Heenan added. "It's a known fact that whenever I'm at managers at ringside. He had bet-I never start anything with him. tling." I'm just doing my job and not interfering with the match.

everyone calls a clean wrestler, to his excuse that his men were He slammed Ernie before the title not treated fairly by the referee. match. Ernie didn't even have a chance to get his jacket or his cuses till doomsday," Bruiser belt off.

into the ring. My men don't. He titled, 'A Thousand And One Exbrought a chain into a match cuses For All Occasions.' It'd be a against him. Ernie had to grab it million seller!" from him and stop him by beating him with it.'

Bruiser denies that charge.

Bruiser claims. "Look, everyone fact. knows that he brings in foreign



Above: Bobby Heenan raises his wrestlers' hands in anticipated victory. Below: Bruno and his partner, Bruiser, who proved you have to win to be champion.



ringside calling instructions to my stape on that so-called injured men, Bruiser starts trouble with thumb of his and see what the me. The .W.W.A. hasn't banned hell he's got under it. It's probably a razor blade. That thumb's been ter learn to keep his hands off, taped up since he started wres-

Several rematches have seen Ladd and Von Raschke fail to re-"Next, Sammartino is the guy gain the title. And Heenan sticks

"Heenan will go on making exguipped. "That poor excuse for a "Bruiser brings foreign objects human being should write a book

The only million seller that Heenan knows about is Bruno and Bruiser's box office appeal. But "Ladd brought it into the ring," Heenan will never accept that

"I'm sure he'll find an excuse to objects. I'd love to unravel the knock it down," Bruiser assured.



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E SHEIK (Continued from Page 27)



The Sheik's trapped in a corner (left) as Valentine continues to draw blood from him. The wilv Arab did get his share of licks in (below) when he threw Valentine out of the ropes and hit him with everything in sight. But Valentine came back and dished out more punishment.

Valentine didn't realize it at the time, but that vengeance would cost him before this match would be over. Maybe Johnny was willing to risk everything anyway in order to get back at The Sheik.

No matter what Valentine said, The Sheik was saying absolutely nothing. He entered the arena and walked down the aisle with that same icy cold expression on his face.

He spread his prayer rug on the canvas and prayed to Allah. If the crowd was doing any praying, they were praying and hoping The Sheik would get his this time!

You could tell Valentine was dead serious. His intense look scared The Sheik right outside the ropes and onto the apron.

Finally The Sheik got brave enough to face Valentine again. As he darted under the ropes the referee motioned Johnny to stay away and give him a chance to get

back in.

That was Valentine's mistake. He was watching the referee too closely. It gave The Sheik, who doesn't follow any rules except his own, the chance he wanted.

The Sheik got behind Valentine and attacked him. Then he dished out a vicious right to Johnny's jaw which floored him. With Valentine flat on his back, The Sheik lost no time in attempting to choke him. When the choking and kicking continued, the referee ordered The Sheik off.

But Valentine was fuming now. launched furious assaults against The Sheik, pounding him, kicking, dropkicking, punching, everything. Soon blood started gushing from Sheik's forehead. That wasn't enough for Valentine though.

All the resentment, anger and need for revenge that built up in that fire incident, in the resultant injuries, in the worry about whether he'd lose his sight, in the forced layoff from wrestling, and in the long hospital stay, had come to a boiling point.

Valentine was going to bring all that resentment, anger and need for revenge to its ultimate con-

The Sheik was bleeding, but Val-(Continued on page 64)

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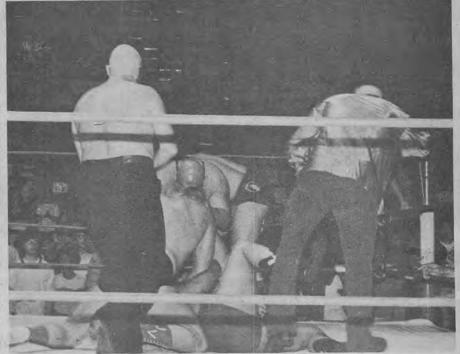
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HE SHEIK (Continued from Page 62)



entine wasn't letting up at all. He continued beating the hell out of The Sheik. The wild Arab was swaying back and forth on his knees by now, virtually near collapse.

Johnny was involved in what he was doing to The Sheik, so involved that every time the referee tried to break it up, he shoved him aside.

With the Arabian close to collapse, Zulu jumped in to stop his Pal Valentine from murdering the

Then came The Sheik's friends the Gagnon brothers, Mike Loren, and one of the Mongols. At first it looked like their mission was to protect The Sheik. But it was quickly apparent they were more interested in taking apart Valentine.

Before the referee could order this contingent out, a new group came running in. Flying Fred Curry, Tony Marino and some friends jumped over the ropes and helped Valentine battle the invaders.

tle Royal, with nobody knowing What about Sheik's friends jumpwho they were battling. Punches ing into the melee? The officials and kicks were flying all over the said The Sheik was innocent!

in and the canvas was cleared of But it didn't really matter. all but Valentine and The Sheik. -Johnny was disqualified for fail- Valentine.

Every wrestler in the dressing room comes out to either help or beat up Valentine (above). After friends dragged him to safety, Valentine yells (below)
"Let me at him!" But Sheik fled.



ing to heed the referee's instruction Within minutes it looked a Bat- to stop his attack on The Sheik.

Valentine didn't get the belt Officials and police were called and he didn't even get the match.

"I got my satisfaction and that's The referee announced the verdict all that mattered to me," boasted



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ABOUT THE AUTHOR

The author, Stanley Roberts, is a licensed Architect, Real Estate Broker and a City Planning Consultant. With the aid of a computer, he figured out how to beat the tables in Las Vegas to raise the capital to build his own buildings. Now, successfully engaged in three businesses, which earn several times the \$500/day practical limit for a professional Blackjack player, he has released his secrets for the general public's use.

He has been barred from playing "21" in several casinos in Nevada. Well known casino owners Howard Hughes, Barron Hilton, Major Riddle, Benny Binion, Sam Boyd and Del Webb have refused him play when challenged publicly to a \$3000 match game . . . in their casinos, according to their rules. The same game that any person walking into the casino receives. These owners know that he could own their casinos within a year if they would permit him to play.

Mounting public interest in the book has resulted in numerous Radio and Television appearances by the author including: To Tell The Truth with Gary Moore, Midday Live — NY with Lee Leonard and Billy Eckstine, The Joe Franklin Show — NY, Ralph Story's AM -Los Angeles, Target with Regis Philbin – Los Angeles, The Joe Delaney Show – Las Vegas, The Helen Estrada Show – Las Vegas and many more.

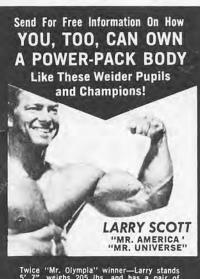
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Enclosed find \$21, which includes postage and handling. RUSH me HOW TO WIN AT WEEKEND BLACKJACK, plus more than DOUBLE my MONEY BACK in Las Vegas Cash and Lucky Bucks, plus Hundreds of Dollars in food, drinks, gifts and souvenirs. I under-stand it will be sent in a plain wrapper.

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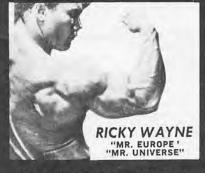
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"Mr. Olympla" winner—Larry stands weighs 205 [bs. and has a pair of ms! He is considered one of the best-built men—but he was a 136-akling before mailing the coupon! In Happen To You Too!

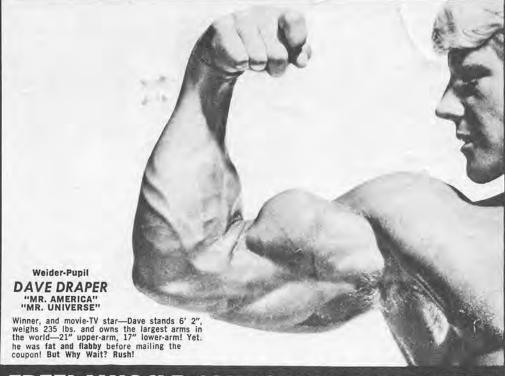




er—Ricky is 5' 8", weighs 198 lbs. of ilean muscle. His arms measure a full ', and he is considered the best-built man rope today. He weighed a pityfull 123 lbs. e sending the coupon! And It Can Happen



r—Chuck stands 6', weighs 225 lbs., and pair of 20" arms—among the strongest world! He was a 141-lb. weakling before g in the free coupon! Now How About



FREE! MUSCLE COURSE THAT CAN ADD 3 INCHES TO YOUR ARMS *FAST!* AND MAKE YOU INTO AN ATHLETIC VIRILE HE-MAN!!

In half the time, with twice the ease, in the privacy of your own room, in just a few minutes a day, I will, through my "TRIPLE-PROGRES-SION COURSE" that I want to send you FREE, guarantee that virtually overnight, you will experience a muscle-building miracle! Before your eyes you'll slap on inches of steel-hard muscles to your pipe-stem arms, pack your chest with power and size, give yourself life-guard shoulders, dynamic, speedy, athletic legs. Add jetcharged strength to every muscle in your body. I don't care if, today, you own the scraggiest, flabbiest, skinniest or funniest-looking body. whether you're tall or short, young or not-soyoung, skinny or fat, office-worker, laborer, school-boy or businessman, I must make a new,

virile he-man out of you-with handsome muscles bursting out all over! They will ripple with power, vibrate with energy! And for the fist time in your life, men will envy your body-women admire it, because at last you will own a body that brings you fame instead of shame! What I did for Dave Draper "Mr. Universe" winner, and for hundreds of other champions since 1936, I am ready to do for you! A-C-T-I-O-N is the key to strength! Fill out the coupon below NOW! Rush it to me-and in hours, with no charge to youat my own expense, you too, like Dave Draper did, will start putting an end to your weakness! You have nothing to lose but your weakness! ACT NOW!-SUPPLY IS LIMITED!

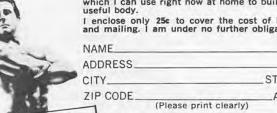
ABSOLUTELY

THIS GIANT 32 PAGE COURSE

WRITE TO: JOE WEIDER Dept. 209-14G TRAINER OF CHAMPIONS SINCE 1936. 55 Maple Street Norwood, N.J. 07648

Dear Joe: Shoot the works! I am saying YES to becoming a New Man! Rush me your free Muscle-Building information which I can use right now at home to build a handsome and useful body.

I enclose only 25c to cover the cost of handling and mailing. I am under no further obligation.



JOE WEIDER Personal trainer of "Mr. America" "Mr. Universe".
"Mr. Canada" perfect men title winners since 1936—sand over 2,000,000 successful pupils the world over!

STATE I have \(\text{ where I need more muscle:}

I Want: ☐ Bigger Arms ☐ Larger Neck ☐ Deeper Chest ☐ Athletic Legs ☐ Added Weight Trim Waist □ Broader Shoulders □ More Endurance and Power

MAIL COUPON TODAY! NO OBLIGATION! NOTHING TO BUY!

